

CHOW TAI FOOK

Immediate Release

Chow Tai Fook Celebrates 95th Anniversary with the Launch of the Rouge Collection



The new Rouge Collection represents the origins of Chow Tai Fook Jewellery and the auspicious spirit of "福"

#ChowTaiFook #CTFRouge #CTF95 #CraftingMemoriesCreatingLegacies

Download high-resolution images: [URL](#)

April 18, 2024, Hong Kong SAR – Chow Tai Fook Jewellery Group, the leading Chinese Jeweller, unveiled today an exciting brand transformation journey, which includes the reimagining of the brand's identity and the debut of its latest jewellery collection: Chow Tai Fook's Rouge Collection. The Rouge Collection was conceptualised and launched in celebration of the Group's 95th anniversary.

Since its founding in 1929, Chow Tai Fook Jewellery has been committed to sharing the beauty of Chinese culture with the world through stylised creations. Over the years, the brand has successfully achieved a myriad of milestones that have revolutionised the jewellery industry. This includes the pioneering of the 999.9 industry standard of gold, introducing the "Fixed Price" policy, and becoming the largest diamond importer in China. The brand's pioneering spirit and dedication to perfection have made it a living legacy synonymous with exquisite craftsmanship, unbounded innovation and desirable creations.

Chow Tai Fook Jewellery Group also today announces that Mr. Nicholas Lieou, Creative Director, High Jewellery, has been appointed into a role responsible for elevating overall brand image. This includes introducing new product collections and revitalising all touchpoints. Under Nicholas' creative leadership, the Group reveals its new signature collection, the Rouge Collection, a contemporary illustration of the brand's future creative direction.

A Contemporary Collection Filled with Traditions

The launch of the Rouge Collection upholds Chow Tai Fook Jewellery Group's commitment to promoting and interpreting Chinese traditions for the modern, global customer. Featuring awe-inspiring creations that bring the Chinese concept of "福" ("blessings and fortune") to life, the collection's name, "Rouge", honours Dr. Cheng Yu Tung, a driving force in establishing the brand's legacy. The word "Tung" ("彤"): signifies the colour red in Chinese – which, apart from being the House's iconic colour, also represents strength, confidence and fortune.

CHOW TAI FOOK

Inspired by the passionate hues of red and the auspicious symbol of good fortune, "福", the Rouge Collection blends innovation and heritage with timeless designs that feature natural diamonds with a stylish touch of red. The motif also pays homage to the architectural beauty of Chinese windowsills, a symbol of protection and love between generations, representing the blessings passed from one generation to another. Each creation from the Rouge Collection embodies tradition, craftsmanship and serendipitous moments, fusing cultural heritage and contemporary elegance to foster shared emotional connections that transcend time and space.

"Chow Tai Fook has always been at the forefront of jewellery craftsmanship, and the Rouge Collection is a testament to our dedication to pushing the boundaries of creativity," said Mr. Nicholas Lieou. "As we celebrate our 95th year, we honour our past and look forward to a future filled with even more iconic designs that signify the enduring memories for our cherished customers," Nicholas added.



The launch of the iconic Rouge Collection gives way to Chow Tai Fook's blessings to their loyal customers - sparking the start of tributes and celebrations to mark the 95th anniversary of its founding. From bewildering campaigns to exciting events, jewellery admirers around the world wait in anticipation of what's to come. For more information about Chow Tai Fook's Rouge Collection and the brand's 95th anniversary celebrations, please visit www.chowtaifook.com or follow Chow Tai Fook on social media at [@chowtaifookjewellery](https://www.instagram.com/chowtaifookjewellery).

CHOW TAI FOOK

About Nicholas Lieou, Creative Director, High Jewellery

Nicholas Lieou is the Creative Director, High Jewellery at Chow Tai Fook Jewellery Group. In his role, he leads the creation of modernised high jewellery, catering to the desires of Chow Tai Fook Jewellery's exclusive clientele.

With a wealth of experience across various jewellery categories, Nicholas has worked with prestigious luxury houses including Louis Vuitton and Georg Jensen. In 2015, he was appointed Director of Design, High Jewellery & Custom Design at Tiffany & Co. in New York, and in 2019 he debuted his own collection under Mr. Lieou at Gem Geneva. Nicholas has also designed a collection for Sotheby's Diamonds in 2020.

Nicholas' design philosophy is inspired by his diverse background and international upbringing, seamlessly blending the artistry of the East and the West. His creations are celebrated for their clean lines, minimalist aesthetic, and meticulous attention to detail and technical precision. Deeply rooted in his passion for traditional crafts and gold work, Nicholas's designs beautifully embody the fusion of Chinese culture with universal and contemporary sensibilities.

Born in Hong Kong, Nicholas pursued jewellery design studies at renowned institutions in London and New York such as Central Saint Martin, the Royal College of Arts, and Fashion Institute of Technology.

CHOW TAI FOOK

About Chow Tai Fook Jewellery Group

Chow Tai Fook Jewellery Group Limited (the "Group"; SEHK stock code: 1929) was listed on the Main Board of The Stock Exchange of Hong Kong in December 2011. The Group celebrates its 95th anniversary this year, guided by a vision: "To be the leading global jewellery brand that is a trusted lifetime partner for every generation".

Founded in 1929, the Group's iconic brand "CHOW TAI FOOK" has become an emblem of tradition, celebrated for its bold designs and an unwavering attention to detail. Building upon a rich heritage and a foundation of trust, the Group is not only widely recognised for honouring traditions but also for fostering deep, meaningful connections with a diverse customer base through its products. The Group's long-standing commitment to innovation and craftsmanship has been integral to its success over time and has become synonymous with excellence, value and authenticity.

As a leading Chinese jeweller, the Group believes in blending contemporary cutting-edge designs with traditional techniques to create jewellery that can be passed down from generation to generation. Every collection is thoughtfully conceived and crafted to reflect the stories of our customers, celebrating the special moments in their lives. Committed to growing alongside our customers, the Group embraces a spirit that aspires to inspire and captivate generations to come, weaving the story of CHOW TAI FOOK into the fabric of their lives.

Offering a wide variety of products, services and channels, the Group's brand portfolio comprises the CHOW TAI FOOK flagship brand with curated retail experiences, and other individual brands including HEARTS ON FIRE, ENZO, SOINLOVE and MONOLOGUE.

The Group is committed to delivering sustainable long-term value creation for its stakeholders by enhancing the quality of earnings and driving higher value growth. With an extensive retail network of nearly 8,000 stores across China as well as multiple locations globally, and a growing e-commerce business, the Group is implementing targeted online-to-offline ("O2O") strategies to strengthen its competitiveness in today's omni-channel retail environment.

This release is distributed by **Flare Communications** on behalf of Chow Tai Fook Jewellery Group Limited.

For media enquiries, please contact:

Chow Tai Fook Jewellery Group Limited

Vikki Kong

Tel: (852) 2610 8374 / 9626 8950

E-mail: vikikong@chowtaifook.com

Cecily Chiu

Tel: (852) 2610 8387 / 6384 7618

E-mail: cecilychiu@chowtaifook.com

Angel Pham

Tel: (852) 2610 8380

E-mail: angelpham@chowtaifook.com

Flare Communications

Phoebe Lau

Tel: (852) 9367 5530

E-mail: phoebe.lau@flare.hk

Angela Wong

Tel: (852) 9334 9799

E-mail: angela.wong@flare.hk

Kristy Leung

Tel: (852) 6237 0423

E-mail: kristy.leung@flare.hk